Amendments to the Claims

1. (currently amended) A method of enhancing the uptake of pigment by fish to induce a change in the pigmentation of the flesh, said method comprising the step of feeding fish with a feed having a total pellet weight, wherein the feed comprises ~~containing~~ pigment and cholesterol, and wherein the cholesterol is added to the range of 0.1-5% of the total pellet weight.

2. (cancelled)

3. A method as claimed in claim 1 wherein cholesterol comprises between 1–4% of the ~~feed~~ total pellet weight.

4. A method as claimed in claim 1 wherein cholesterol comprises between 1-3% of the ~~feed~~ total pellet weight.

5 -7. (cancelled)

8. (currently amended) ~~Use of a fish feed~~ A method as claimed in claim ~~5~~ 1, wherein the fish is a salmonid species ~~in the feeding of Atlantic salmon, rainbow trout, tropical fish~~ or any other fish species where the color of the flesh is important~~, to effect a change in the flesh color~~.

9. (cancelled)

10. (currently amended) ~~Use of a fish feed~~ A method as claimed in claim ~~6~~ 3, wherein the fish is a salmonid species ~~in the feeding of Atlantic salmon, rainbow trout, tropical fish~~ or any other fish species where the color of the flesh is important~~, to effect a change in the flesh color~~.

11. (currently amended) ~~Use of a fish feed~~ A method as claimed in claim ~~7~~ 4, wherein the fish is a salmonid species ~~in the feeding of Atlantic salmon, rainbow trout, tropical fish~~ or any other fish species where the color of the flesh is important~~, to effect a change in the flesh color~~.

12. (new) The method of claim 8, wherein the salmonid species is Atlantic salmon, Coho salmon, Chinook salmon, Rainbow trout, or Arctic charr.

13. (new) The method of claim 10, wherein the salmonid species is Atlantic salmon, Coho salmon, Chinook salmon, Rainbow trout, or Arctic charr.

14. (new) The method of claim 11, wherein the salmonid species is Atlantic salmon, Coho salmon, Chinook salmon, Rainbow trout, or Arctic charr.